



**MIBEXPO**  
**RUSSIA**

**MaTlW**  
Moscow Autumn Travel Industry Week

## 5<sup>th</sup> International Meeting Industry and Business Travel Exhibition and Conference

22 - 24 September 2009, International Exhibition Center "Crocus Expo", Moscow

Russia's leading event for the meeting and business travel industry was held successfully from 22nd to 24th September at IEC Crocus Expo in Moscow.

Being organized by Euroexpo (Russia), a member of the International Congress & Convention Association (ICCA) and Euroexpo Exhibitions and Congress Development GmbH (Austria), **MIBEXPO Russia 2009** was supported by the following associations: Business Travel Agencies Association of Russia (BTAA), Meeting Professionals International (MPI) and International Congress & Convention Association (ICCA).

During the three days of the exhibition, **MIBEXPO Russia 2009** offered its professional visitors from Moscow and Russian regions a wide range of services and provided contacts with professional conference organizers, event management companies, destination management companies, incentive and business travel companies and hotel chains, as well as national and regional convention bureaus.

113 companies from 22 countries took part in the exhibition: Austria, Bulgaria, Greece, Dubai, Denmark, Egypt, Ireland, Spain, Italy, Portugal, Russia, Turkey, Uzbekistan, Montenegro, Union of South Africa, etc. Exhibition participants were international and Russian companies specializing in holding business events, incentive programs and promotional trips, training, congresses and conferences, the largest associations of the meetings industry, congress centers, hotels and hotel networks, business travel operators, national and regional travel offices and many others. Among the well-known market players at **MIBEXPO Russia** companies like 1001 Events (Dubai), Academyservice DMC (Russia), Iberostar Hotels & Resorts (Spain), Maestro Meetings & Incentives (Poland), Adriatik Tourism (Turkey), Boscolo Hotels (Italy), Coral Travel (Russia), Kalinka International (Russia), Egypt's National Tourism Office, etc. participated and presented themselves as well as their products.

The organizing team was delighted to welcome some newcomers in the exhibition like the Rezidor Hotel Group – an international hotel operator, Hilton Hotels (Austria), Zurich Tourism (Switzerland) and Atlazio – the tourism office for Lazio and Rome (Italy).

It was a pleasure to welcome representatives of the following companies as part of the Corporate Visitor programme: Amway, Avon, BBDO, CBOSS, Imperial Tobacco, Mars, Miele, Novartis, Roche, Shell, BeeLine, Video International, Kaspersky and others.

The conference and seminar on the subject "An Effective Approach to the Search and Selection of Conference Halls for Business Functions" took place within the framework of **MIBEXPO Russia** business program. Euroexpo and Conference.ru marketing network were the function's organizers. The seminar was devoted to an overview of modern approaches to the selection of conference facilities for business and corporate functions during planning and budgeting.

The possibility to arrange meetings beforehand through the "Online Appointment System" was offered to optimize the work of participants and visitors. This program allows visitors to guarantee meetings with companies of interest, and also to use the time spent at the exhibition in the most optimal way.

## 5th International Conference "Business Travel: A Time of Changes"

The International Conference occupied a significant part of the **MIBEXPO Russia** forum with the support of the Business Travel Agencies Association of Russia (BTAA). The conference theme conformed fully to main market trends: Innovations, new standards and practical effective mechanisms in the sphere of business travel and MICE in a period of economic instability were at the delegates' center of attention.

Leading experts and reknown practitioners from well-known foreign and Russian companies and industry associations took part in the conference. The moderator Yuri Sarapkin, Executive Director of the Business Travel Agencies Association of Russia (BTAA) and MPI member, welcomed speakers and delegates in his opening speech. His report on the subject, "Russian Business Travel: Current Situation and Trends" contained timely information about the real condition and prospects for development of business travel in Russia. A roundtable for all delegates also was held to discuss the situation in the marketplace within the framework of the conference.

Steen Jakobsen, Director of Wonderful Copenhagen Convention Bureau and member of ICCA, MPI and DMAI, spoke on the subject, "Impact of the Global Recession on International Meetings." His report contained interesting facts and the results of international polls on the subject of the worldwide crisis that served as the basis for further discussion of ways to minimize the negative consequences of the global recession.

Joyce Dogniez, Director of Global Training Practice of the Meeting Professionals International (MPI), took part in the conference as a speaker. She covered a topical problem in the field of MICE: "How to advance meetings and successfully promote your business during an economic decline." She pointed out the main meeting industry trends as well as lessons one can draw from the on-going situation and the importance of long-term planning when the crisis peaks.

Within the framework of the conference, John Hooker, managing partner of AddingValue Consulting (UK), hold a presentation on "How to compete effectively, internationally". Mr. Hooker shared new budget planning methods, concrete strategies for success that will be able to help economize while not damaging a function's quality.

A separate unit in the conference program traditionally was devoted to the practical experience of leaders of the Russian corporate services market, such as UniFest Travel, Demlink and Eurocontact Plus Lufthansa City Center. Marina Dobryanskaya, Managing Director of Eurocontact Plus Lufthansa City Center told delegates how it is possible to economize most effectively, who can save corporate money and make it real and how. In her report on the subject "Ways to Economize on Business Trips," Ms. Dobrianskaya singled out three of the most obvious sources for conservation of a corporate budget: service providers, company travel management and the company itself. Oleg Shabutsky, General Director of Demlink, spoke to delegates about "How to gain loyalty of clients in the time of crisis". In his presentation, he highlighted issues of an approach to the analysis of the market situation, new ways to attract clients and determine their priorities, new approaches to interacting with suppliers and the creation of a travel product.

Another important **MIBEXPO Russia** conference subject was "The Hotel Business: The Key to Success in the Situation of Financial Instability" presented by Irina Kulagina, Vice President for Sales, Marketing and Business Development of the Interstate Management Services Inc., which manages properties in Moscow such as the Hilton, Holiday Inn and Marriott. Ms. Kulagina explained the situation and trends in the marketplace of hotel services, the influence of the worldwide financial crisis on the Moscow hotel sector, and also those new possibilities today's economic situation has created.

At the conclusion of the conference, Guillaume Kozinski, Manager of e-Commerce Business Solutions for the Central, Eastern and Southern Europe region of the Amadeus IT Group, spoke on the subject "Worldwide Experience and the Trends in the Development of On-Line Sales Technologies."

The organizing team of Euroexpo invites professionals in the MICE and Business Travel Industry to take part in the 6th International Exhibition and Conference 2010!

**Meet your business @ MIBEXPO Russia 2010**

**6<sup>th</sup> International Meeting Industry and Business Travel  
Exhibition and Conference  
21 – 23 September 2010  
at IEC Crocus Expo, Moscow**

**[www.mibexpo.com](http://www.mibexpo.com)**